GOVERNMENT OF INDIA
TOURISM AND CULTURE
LOK SABHA

UNSTARRED QUESTION NO:963
ANSWERED ON:24.02.2003
PACKAGE BY AIR INDIA TO BOOST TOURISM
RAMCHANDRA VEERAPPA

Will the Minister of TOURISM AND CULTURE be pleased to state:

(a) whether Air India have proposed a package for boosting inbound tourism;

(b) if so, the details thereof; (

(c) whether Air India have shortlisted any properties in Karnataka as tourist destinations;

(d) if so, whether the said package is likely to generate employment opportunities in rural areas;

(e) if so, the details thereof;

(f) whether Bidar has been chosen as a destination for inbound tourism; and

(g) if so, the details thereof?

Answer

MINISTER OF TOURISM & CULTURE (SHRI JAGMOHAN)

(a): Yes, Sir. Air India has proposed off season Holiday Packages to boost inbound tourism to India as well as to improve seat factors on the Gulf/India and UK/Europe/India routes during the lean season.

(b): To begin with, it is proposed to introduce these holiday packages in the Gulf Region and Middle East. In the Ist Phase the Holiday Packages will cover two destinations in India namely Goa and Kerala. The Holiday Packages are of3 nights/4 days, 5 nights/6 days, 6 nights/7 days duration. The Packages are valid for the period 15th March 2003 to 30th September 2003.

(c): No, Sir. Air India has not shortlisted any properties in Karnataka.

(d) and (e): These off season holiday packages have been developed with the objective of promoting tourism to India. Tourism has the potential to enhance employment opportunities in rural areas.

(f): There is no policy of choosing destinations for inbound tourism.

(g): Does not arise.